

WXIX

ORDERFlight Dates **09/14/12-09/18/12**

Contract / Revision **820161 /**
Original Date / Revision
 09/13/12 09/13/12
Advertiser **Romney, Mitt/R/President**

Agency **American Rambler Producti**
Buying Contact

**138 Conant Street
 Beverly, MA 02494**

Product
ROMNEY FOR PRESIDENT

Agency Com 15%
Billing Contact

**138 Conant Street
 Beverly, MA 02494**

Sales Office T-DC
Sales Region National
Agency Ref

Order Sep 00:00:00

Estimate # **81**
Alt Order # **06313675**

Billing Type Cash
Order Type Political
Billing Cycle EOM/EOC
Billing Calendar BROADCAST

Demographic A35+
Rev Codes Agency Political Pol-Candic
Product Codes PL565
Priority P 3
Advertiser Ref

Primary Account Executive
 Aaron Ashe

Account Executive	Order%	Start Date	End Date
Aaron Ashe	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
EXIX	%	
WBQC	%	
WCET	%	
WCPO	%	
WCVN	%	
WKON	%	
WKRC	%	
WLWT	%	
WPTO	%	
WSTR	%	

Order Totals**Billing Plan**

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	30	\$16,277.50	\$19,150.00	0.00	08/27/12	09/18/12	30	\$16,277.50	\$19,150.00
Totals	30	\$16,277.50	\$19,150.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 1	WXIX	09/17/12	09/18/12	News @ 6a News @ 6am	Comm	6a-7a (6:00 AM-6:30 AM)	MT-----	:30	1	\$400.00	P 3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/17/12	09/23/12	MT-----		1		\$400.00		0.00					
E 2	WXIX	09/14/12	09/14/12	News @ 6a News @ 6am	Comm	6a-7a (6:00 AM-6:30 AM)	----1--	:30	1	\$400.00	P 3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/10/12	09/16/12	----1--		1		\$400.00		0.00					
E 3	WXIX	09/17/12	09/18/12	News @ 6a News @ 6am	Comm	6a-7a (6:30 AM-7:00 AM)	MT-----	:30	1	\$400.00	P 3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/17/12	09/23/12	MT-----		1		\$400.00		0.00					



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Hiatus Dates

Original Date / Revision 09/13/12/ 09/13/12

Order Sep 00:00:00

Advertiser **Romney, Mitt/R/President** Product **ROMNEY FOR PRESIDENT** Estimate # **81**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 4	WXIX	09/14/12	09/14/12	News @ 6a News @ 6am	Comm	6a-7a (6:30 AM-7:00 AM)	----1--	:30	1	\$400.00	P 3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	----1--					1	\$400.00		0.00			
E 5	WXIX	09/17/12	09/18/12	News @ 7a News @ 7am	Comm	7a-9a (7:00 AM-7:30 AM)	MT-----	:30	1	\$400.00	P 3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	MT-----					1	\$400.00		0.00			
E 6	WXIX	09/14/12	09/14/12	News @ 7a News @ 7am	Comm	7a-9a (7:00 AM-7:30 AM)	----1--	:30	1	\$400.00	P 3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	----1--					1	\$400.00		0.00			
E 7	WXIX	09/17/12	09/18/12	News @ 7a News @ 7am	Comm	7a-9a (7:30 AM-8:00 AM)	MT-----	:30	1	\$400.00	P 3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	MT-----					1	\$400.00		0.00			
E 8	WXIX	09/14/12	09/14/12	News @ 7a News @ 7am	Comm	7a-9a (7:30 AM-8:00 AM)	----1--	:30	1	\$400.00	P 3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	----1--					1	\$400.00		0.00			
E 9	WXIX	09/14/12	09/14/12	News @ 7a News @ 7am	Comm	7a-9a (8:30 AM-9:00 AM)	----1--	:30	1	\$400.00	P 3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	----1--					1	\$400.00		0.00			
E 10	WXIX	09/17/12	09/18/12	News @ 7a News @ 7am	Comm	7a-9a (8:30 AM-9:00 AM)	MT-----	:30	1	\$400.00	P 3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	MT-----					1	\$400.00		0.00			
E 11	WXIX	09/17/12	09/18/12	News @ 9a NEWS @ 9A	Comm	9-10A (9:00 AM-9:30 AM)	MT-----	:30	1	\$300.00	P 3	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	MT-----					1	\$300.00		0.00			
E 12	WXIX	09/14/12	09/14/12	News @ 9a NEWS @ 9A	Comm	9-10A (9:00 AM-9:30 AM)	----1--	:30	1	\$300.00	P 3	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	----1--					1	\$300.00		0.00			
E 13	WXIX	09/14/12	09/14/12	News At 630P News At 630P	Comm	630-7P	----1--	:30	1	\$300.00	P 3	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	----1--					1	\$300.00		0.00			
E 14	WXIX	09/17/12	09/18/12	News At 630P News At 630P	Comm	630-7P	MT-----	:30	1	\$300.00	P 3	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	MT-----					1	\$300.00		0.00			
E 15	WXIX	09/14/12	09/14/12	King Of Queens 730P King Of Queens 730P	Comm	730-8P	----1--	:30	1	\$500.00	P 3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	----1--					1	\$500.00		0.00			
E 16	WXIX	09/14/12	09/14/12	Late News M-F Late News M-F	Comm	10-11P (10:00 PM-10:30 PM)	----1--	:30	1	\$1,000.00	P 3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

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Order Sep 00:00:00

Advertiser **Romney, Mitt/R/President** Product **ROMNEY FOR PRESIDENT** Estimate # **81**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 16	WXIX	09/14/12	09/14/12	Late News M-F Late News M-F	Comm	10-11P (10:00 PM-10:30 PM)	---- 1--	:30	1	\$1,000.00	P 3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	---- 1--		1				\$1,000.00		0.00			
E 17	WXIX	09/17/12	09/18/12	Late News M-F Late News M-F	Comm	10-11P (10:00 PM-10:30 PM)	MT-----	:30	1	\$1,000.00	P 3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	MT-----		1				\$1,000.00		0.00			
E 18	WXIX	09/14/12	09/14/12	Late News M-F Late News M-F	Comm	10-11P (10:30 PM-11:00 PM)	---- 1--	:30	1	\$1,000.00	P 3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	---- 1--		1				\$1,000.00		0.00			
E 19	WXIX	09/17/12	09/18/12	Late News M-F Late News M-F	Comm	10-11P (10:30 PM-11:00 PM)	MT-----	:30	1	\$1,000.00	P 3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	MT-----		1				\$1,000.00		0.00			
E 20	WXIX	09/14/12	09/14/12	News @ 5a News @ 5a	Comm	5a-6a (5:00 AM-5:30 AM)	---- 1--	:30	1	\$200.00	P 3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	---- 1--		1				\$200.00		0.00			
E 21	WXIX	09/17/12	09/18/12	News @ 5a News @ 5a	Comm	5a-6a (5:00 AM-5:30 AM)	MT-----	:30	1	\$200.00	P 3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	MT-----		1				\$200.00		0.00			
E 22	WXIX	09/17/12	09/18/12	News @ 5a News @ 5a	Comm	5a-6a (5:30 AM-6:00 AM)	MT-----	:30	1	\$200.00	P 3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	MT-----		1				\$200.00		0.00			
E 23	WXIX	09/14/12	09/14/12	News @ 5a News @ 5a	Comm	5a-6a (5:30 AM-6:00 AM)	---- 1--	:30	1	\$200.00	P 3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	---- 1--		1				\$200.00		0.00			
E 24	WXIX	09/15/12	09/15/12	LATE RUN M-SU NEWS/LATE	Comm	VARIOUS	----- 1-	:30	1	\$800.00	P 3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	----- 1-		1				\$800.00		0.00			
E 25	WXIX	09/15/12	09/15/12	LATE RUN M-SU NEWS/LATE	Comm	VARIOUS	----- 1-	:30	1	\$800.00	P 3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	----- 1-		1				\$800.00		0.00			
E 26	WXIX	09/14/12	09/16/12	FOX News Sunday Fox News Sunday	Comm	8am-11am (10:00 AM-11:00 AM)	----- 1	:30	1	\$300.00	P 1	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	----- 1		1				\$300.00		0.00			
E 27	WXIX	09/16/12	09/16/12	NFL on Fox Game 1 NFL on Fox	Comm	1P-4P	----- 1	:30	1	\$3,000.00	P 3	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	----- 1		1				\$3,000.00		0.00			
E 28	WXIX	09/16/12	09/16/12	SU 8-830P SIMPSONS	Comm	SU 8-830P	----- 1	:30	1	\$1,750.00	P 3	0.00	NM	1	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			



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Order Sep 00:00:00

Advertiser **Romney, Mitt/R/President** Product **ROMNEY FOR PRESIDENT** Estimate # **81**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 28	WXIX	09/16/12	09/16/12	SU 8-830P SIMPSONS	Comm	SU 8-830P	-----1	:30	1	\$1,750.00	P 3	0.00	NM	1	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	-----1	1		\$1,750.00		0.00						
E 29	WXIX	09/16/12	09/16/12	Late News Su Late News Sun	Comm	10-1102P (10:00 PM-10:30 PM)	-----1	:30	1	\$1,000.00	P 3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	-----1	1		\$1,000.00		0.00						
E 30	WXIX	09/16/12	09/16/12	Late News Su Late News Sun	Comm	10-1102P (10:30 PM-11:00 PM)	-----1	:30	1	\$1,000.00	P 3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	-----1	1		\$1,000.00		0.00						
Totals														30	\$19,150.00